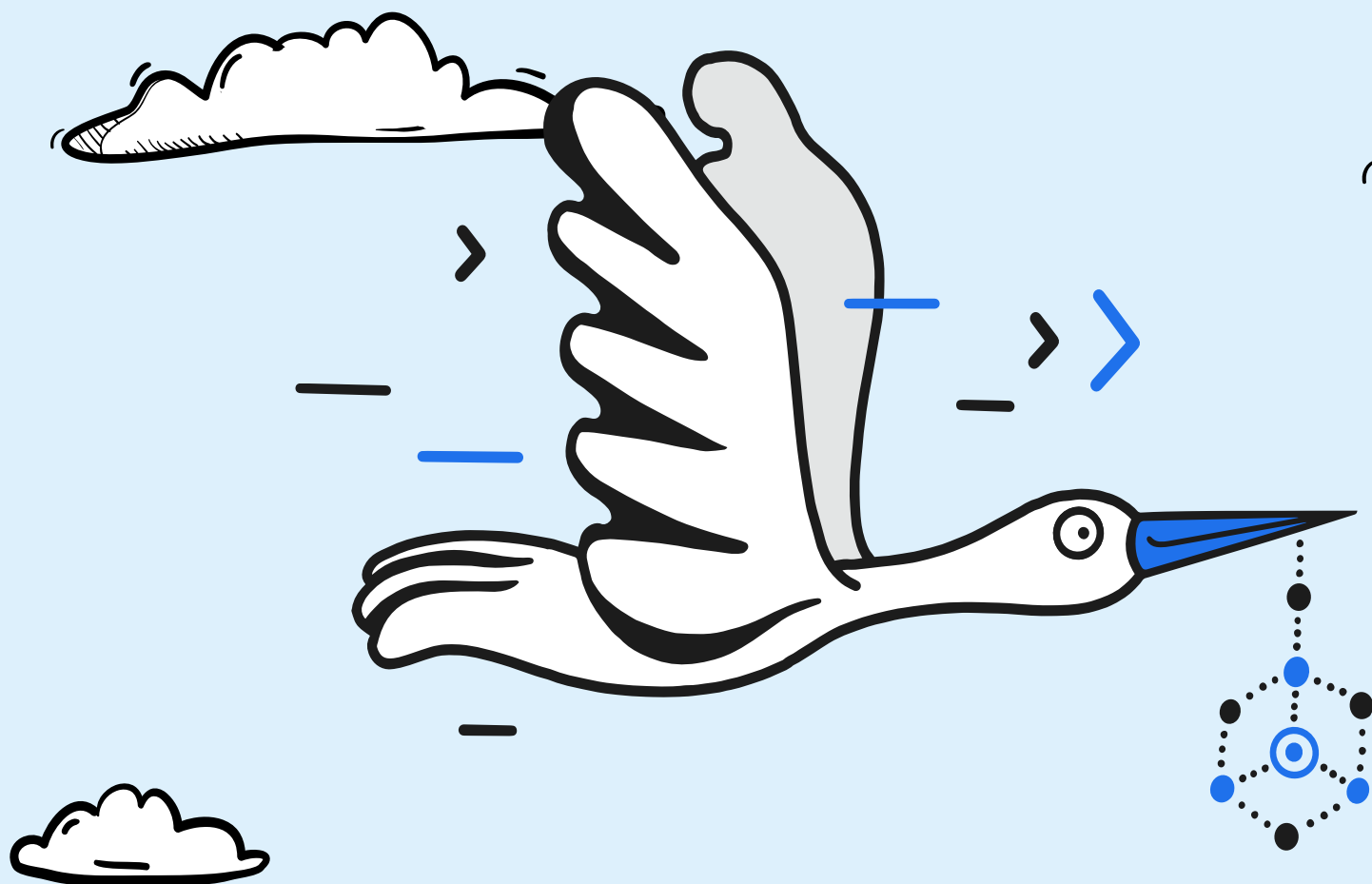


DESK360 

# 7 Reasons to Use Desk360 for Customer Communication

Businesses using Zendesk are flocking to Desk360. Join them and expedite your customer communication processes.



# The customer support you provide to your customers draws its strength from the support software you use.

According to a survey conducted by [SurveyMonkey](#), after a negative experience, 88 percent of the customers lose trust in brands, while 57 percent completely cut ties with them. In today's landscape, where consumers have near-infinite options available to them, making them happy and ensuring high brand loyalty is actually not as difficult as it seems.

From managing incoming support queries to offering unique experiences to customers, you can effortlessly manage all support and customer experience operations with a sophisticated support platform to develop solid relationships with your customers. Customer experience trends are changing at a fast pace and you shouldn't have to adapt your workflow to the support platform you use. While you are hard at work growing your brand, you should be using a flexible and easy-to-use next-generation platform that can respond to all your workflow-related needs.

This is exactly why businesses using Zendesk and other similar platforms are switching to Desk360, which is built from the ground up with ease-of-use and an intuitive interface in mind to help you manage all customer support processes in your workflows. We don't have hidden fees, and we don't charge extra for additional development, as we believe all businesses, large and small, should be able to offer their customers an unparalleled support experience.

We put together this e-book to show you that it is possible to design a platform so flexible that it can meet and exceed any requirement businesses might have. So, without further ado, let's get started.

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# 1-Multi-channel Customer Support



# Multi-channel Customer Support

Multi-channel customer service enables businesses to connect with their customers through a variety of channels.

Establishing an effective omnichannel customer care strategy helps businesses create excellent customer relationships. Desk360 brings together all customer messages from every source out there on a single page, reducing response times and eliminating ambiguity. It can also interface with over ten communication channels, allowing customers to communicate with businesses via whichever channel they want.

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**Get rid of hodgepodge by gathering all customer messages coming from different channels.**

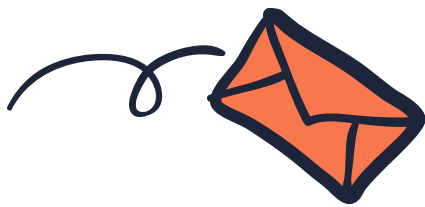
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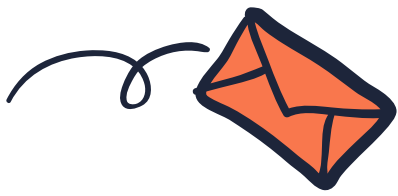
## Meet the multi-channel Desk360 platform



- Leverage Desk360 to manage all customer interactions without having to provide your social network account credentials with customer service agents and reduce turnaround times.
- Because multi-channel integration can sometimes result in unintuitive and difficult-to-use interfaces, Desk360's user-friendly inbox, which primarily focuses on essential functions, will make your life easier and allow you to be more agile.
- With Desk360's solution, which focuses on multi-channel customer care, you can increase customer touchpoints and speed up customer-agent interactions.
- You can avoid spending time logging in to multiple accounts every day with Desk360, which brings together more than 10 communication channels on a single platform.



# 2-Shared Inbox



# Shared Inbox

Businesses can leverage the shared inbox to aggregate and handle email messages on a single platform without the need to log into several different accounts.

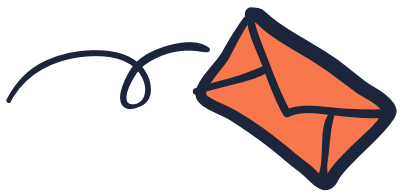
Keeping track of e-mails from several accounts is a time-consuming and difficult task. And when the amount of support demand grows, checking e-mails becomes a nightmare. Every incoming e-mail is converted into a support ticket on the platform, which is then collected in a single inbox for easy access, saving precious time for customer service agents.

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**Let your agents give support to your customers by using only one email address, at the same time.**

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## Check out what you can achieve with shared inboxes



- With a shared inbox, your entire team can assist your customers from the same page, eliminating siloing.
- With Desk360, you can manage all of the important functionality of emails, such as CCing, new address targeting, and forwarding.
- Have each member of your team respond to incoming messages using their own e-mail address and password, rather than sharing passwords, increasing operational security.
- With a single click, view a particular user's support history by filtering customers who send you several emails on different topics.



# 3-In-app Help Center



# In-app Help Center

With the integrated contact pages in mobile apps, developers and users can easily get in touch with each other.

We're living in an age where people refrain from talking on the phone and prefer to do their work via smart devices. Nobody wants to waste time with call centers in order to contact e-commerce sites, banks, airlines, or the developers of mobile apps they use regularly. Desk360 integrates an in-app message box, allowing customers to contact businesses directly from the mobile app.

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**Provide a stellar customer support experience by integrating message box within your mobile app.**

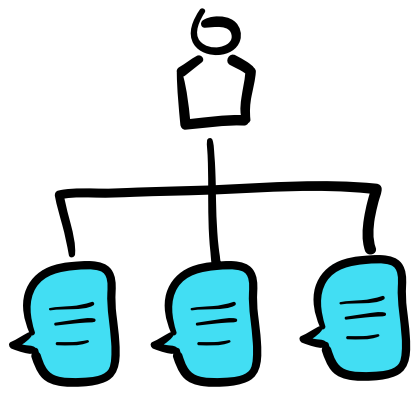
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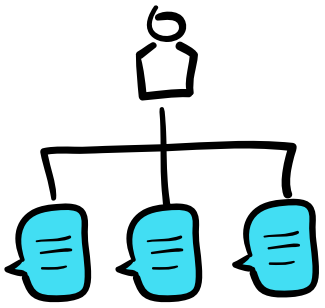
## Add a helpdesk right into your app



- Leverage Desk360 SDKs for mobile applications to allow your users to send you messages directly from within the app.
- Personalize the mobile message boxes to your liking, choosing the look and feel entirely on your own, without having to write a single line of code.
- With Desk360's customer care in 40 languages, you can support your mobile users all around the world in their own language.
- With our integrations with Apple, Google Play, and Huawei AppGallery, you can capture all store comments on your mobile app in your Desk360 inbox and respond with a single click.



## **4- Actions with the Callback Function**



# Actions with the Callback Function

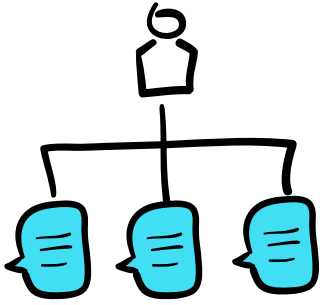
Desk360's callback function enables businesses to handle all customer transactions with a single click on the same screen.

With Desk360's callback function, businesses can now quickly complete any operation requested by their customers, such as order returns, address updates, and subscription cancellations. Support agents no longer need to log in to a different system to provide support to a customer who wants to return a purchase. With Desk360, they can do this with a single click by pressing the return button on the screen where they are chatting with the customer.

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**Take action such as creating shopping carts, returning products, etc. directly on Desk360 dashboard.**

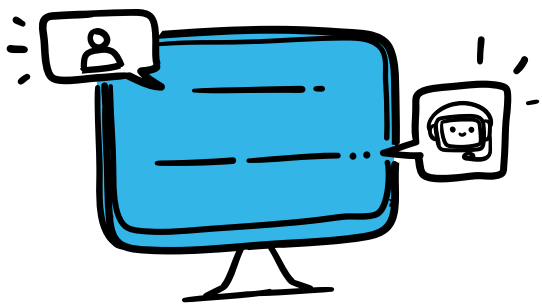
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## **Expedite support processes with our callback function**

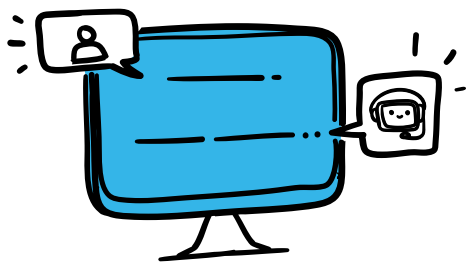


- Using the Callback function, which is commonly used by e-commerce sites, migrate all of your transactions from your own system to Desk360.
- With a single click from the screen where you communicate with the customer, perform any transaction you can think of, such as order cancellation, returns, shipping inquiry, or order status.
- Callbacks to your Desk360 account are as simple to set up as they are to use. Start by entering your variables and their values, as well as naming your action buttons.
- Manage all customer transactions without having to log into different accounts, saving valuable time for your customer service team.



# 5-The Conversational Commerce Model





# The Conversational Commerce Model

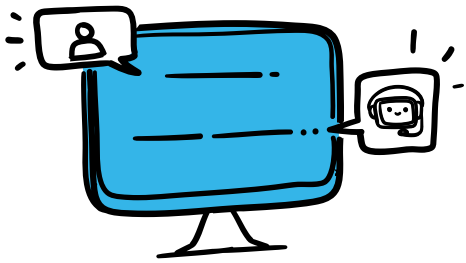
The conversational commerce model empowers businesses to drive more sales through online messaging platforms.

Customer expectations are growing every day as a result of the digital transformation. Organizations are being pushed to embrace conversational AI solutions to boost customer loyalty and provide a unique support experience. With channels that provide instant communication and artificial intelligence-based chatbot technologies, the conversational commerce model allows customers to purchase products or services from businesses through messaging applications.

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**Boost sales with the conversational commerce model by using the most popular messaging apps.**

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## Drive more sales with conversational commerce



- Integrate popular messaging apps with your Desk360 account to provide your customers a conversational commerce experience.
- Use the Desk360 Chatbot functionality to automate customer messages and respond to them quickly, allowing you to provide help to your customers via an artificial intelligence-powered bot.
- Communicate with your customers by integrating your Desk360 account to WhatsApp, which is enjoyed by over 2 billion people worldwide.
- By integrating the power of support into your product management, create a one-to-one communication line between your support team and your customers.



# **6-Customer support in multiple languages**



# Customer support in multiple languages

Businesses that provide multilingual customer service need to assist their clients in their local language, providing them with a one-of-a-kind experience.

Businesses can deliver a stellar experience to their international clients with the Desk360 platform, which enables agents to provide multilingual customer care. Customers' languages are automatically detected by Desk360, and requests are automatically translated into the chosen language of your agents with a single click using quick translation tools. Additionally, Desk360 enables you to provide a one-click answer to requests in multiple languages with pre-defined responses that can be created in more than 40 languages.

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**Give support to your customers in more than 40 languages to get your business heard globally.**

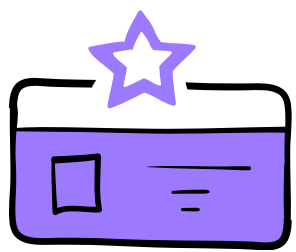
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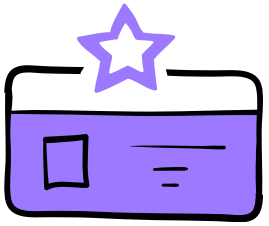
## Support your customers in 40+ languages with Desk360



- Quickly learn what your consumers demand from you by converting customer messages from many languages into the language of your choice with just one click.
- Using Desk360's quick answers tool, respond to the most commonly received customer messages in 40 languages with responses you've prepared ahead of time.
- Set up a help center on your website where customers can get answers to their queries, enter your FAQ content, and offer support in 40 languages.
- Inform your customers about the support processes by sending e-mail templates you've prepared in different languages based on the language they used to get in touch with you.



# **7-Smart Ticket Assignment System**



# Smart Ticket Assignment System

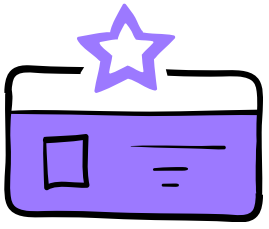
Businesses that leverage the smart ticket assignment system speed their support processes up and save valuable time.

On odd occasions, the number of customer messages may suddenly surge, or your agents' days off might coincide with each other. Also, the CRM in use may not be operating at 100% efficiency. When it comes to ticket assignment, Desk360 has a one-of-a-kind solution: All customer communications are automatically assigned to brand representatives based on their expertise and responsibilities, thanks to our smart assignment feature. Your agents will always be able to respond to tickets as fast as possible.

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**Automatically assign all customer messages to the right agents according to their skills.**

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## Discover Desk360's smart ticket assignment system



- **Product-based assignment:** You can assign a brand-specific customer representative if you have multiple brands and manage all of their customer messages through the Desk360 panel.
- **Language-based assignment:** If you're serving customers from multiple countries, you can assign messages in different languages to different customer representatives.
- **Channel-based assignment:** Do you get customer messages through multiple channels? On a channel-by-channel basis, you can parse all messages and forward them to the agent groups you've created beforehand specifically for the channel.
- **Ticket type assignment:** With this assignment rule, you can direct your support requests to a specific team or person based on the topic.



# Indulge your customers and agents with Desk360's advanced features

Desk360's user interface was created to make it easier for you to manage your work and save valuable time. We're always hard at work to give you the best experience possible while providing support to your customers.

You can make the lives of your customer service representatives even easier by using the advanced features of Desk360, increasing customer satisfaction across the board. Desk360 continues to have a significant impact on many companies' customer service departments worldwide. Become one of these businesses by scheduling a meeting with Desk360 today and see how Desk360 can help your company for yourself.

# Check out the advanced features of Desk360



## Team collaboration

Create teams according to your needs, assign different tasks to them, and keep everyone informed of everything that's going on with the in-team messaging function.



## Quick answers

Quickly respond to all your commonly received messages with one click, with quick answers in more than 40 languages, saving precious time.



## Prioritization rule

Manage tickets based on their severity and prioritize them by Urgent, High, Normal, and Low status.



## SLA management

Set goals for response and resolution times with the SLAs you create to give your customers a consistent experience.



## Self-service options

Let your customers seek answers to their questions with help pages that you can tailor to your brand image without having to write any code.



## Facebook capabilities

Delete or hide comments from your Facebook page, right from the Desk360 panel. Start a new conversation by replying to the comments with a message using the reply tool.



## Twitter capabilities

Prioritize interactions coming from Twitter accounts with high follower counts. Never miss an opportunity to show that you care.



## Desk360 integrations

Integrate your Desk360 account with popular team communication platforms like JIRA, Slack, and Trello, and manage all processes from a single dashboard instead of logging into multiple interfaces.

Of course, you can read all about Desk360's features and capabilities, but why not sign up for a demo account and try it out for yourself?

For more information, give us a line at [info@desk360.com](mailto:info@desk360.com) or create a demo account by clicking the button below.

[Try for Free →](#)